Bus Adm

INDEX

July to December, 1937

Page

Adams, Orval W. (balance the budget at any cost) 35

Adams, Orval W. (portrait of) 414

Advertising (see public relations)
Advertising and public relations 73, 157, 245, 337, 442, 515
Winning friends direct by mail 157

Aldrich, Winthrop W. (portrait of) 478

Aldrich, Winthrop W. (the stock market from the viewpoint of a commercial banker) 478

Alling, Newton D. (the stock market and prosperity) 485

American Bankers Association
The Boston convention 405

Australia
Australian banks assist recovery 164

Bank budgets
Budget plan for small banks 308

Bank building
Is the present rise in bank building costs permanent? 395

Bank equipment
A new proof machine for banks 125

Bankers' associations
Bankers' associations — a study of specialized co-operation 221

Banking law
Some recent banking decisions 42, 171, 264, 317

Bank management
Lessons of the depression 47
Profitable bank management policies .. 127
Profitless prosperity for commercial banks 191

Bassett, George J. (savings banks should pay uniform rates) 20

Beal, Thomas Prince (portrait of) 271

Bennett, Isabelle (bankers' associations—a study of specialized co-operation) ... 221

Benson, Philip A. (portrait of) 415

Berle, A. A., Jr. (redistributing the national income) 143

Biggs, William R. (bond investments in a changing world) 117

Book Reviews 49, 151, 257, 348, 523
A B C of the Foreign Exchanges, by George Clare and Norman Crump ... 155
America Faces Its Greatest Business Depression, by William J. Baxter .. 523
Backward Art of Spending Money, The, by Wesley C. Mitchell 258
Bank Accounting Practice, by L. H. Langston 258

Page

Bank Credit as Money, by John R Walker 50
Banking and the Business Cycle, by C. A. Phillips, F. T. McManus and R. W. Nelson 52
Banking—How It Serves Us, by Frank D. Graham and Charles H. Seaver 154
Banks, Credit and Money in Soviet Russia, by Arthur Z. Arnold 151
Business Executives' Handbook, by Stanley M. Brown 50
Common Stock Theory of Investment, by Chelcie C. Bosland 51
Controlling Your Personal Finances, by David F. Owens 526
Easy Money, by Lionel D. Edie 153
Economics for Everybody, by Mervyn Crobaugh 527
Encyclopedia of Banking and Finance, by Glenn G. Munn 257
English Co-operatives, The, by Sidney R. Elliott 351
Executive's Data Book 525
Family Finance: A Study in the Economics of Consumption, by Howard F. Bigelow 53
First Reader in Economics, by Sam Samson 155
Four Hundred Million Customers, by Carl Crow 523
Fortune's Before You, by Charles J. Collins 152
Germany: the Last Four Years, by "Germanicus" 257
How Long Prosperity? by Charles G. Dawes 155
How Profitable Is Big Business, by Alfred L. Bernheim 259
How to File and Index, by Bertha M. Weeks 53
How to Use Your Bank, by William H. Kniffin 527
If Inflation Comes What Can You Do About It? by Roger W. Babson 51
Index to Business Indices, by Donald H. Davenport and Frances V. Scott 526
Insurance and Banking: Examinations and Accounting, by Herbert L. Davis 49
International Monetary Issues, by Charles R. Whittlesey 257
Interpretation of Financial Statements, by Benjamin Graham and Spencer B. Meredith 257
Introduction to Economics, by H. LaRue Frain 260
Introduction to Money, Banking and Corporations, by Paul M. O'Leary and John H. Patterson 156
Law of Business, by James L. Dohr .. 261

ALP

THE BANKERS MAGAZINE

Page

Lessons of Monetary Experience: Essays in Honor of Irving Fisher.... 527
Mathematics for the Million, by Lancelot Hogben..... 53
Middletown in Transition, by Robert S. and Helen Merrell Lynd..... 155
Modern Baking, by Rollin G. Thomas 529
Money and Banking, by John Thom Holdsworth 527
Money and Banking, by Frederick A. Bradford 529
Money and Trade, by Rene Leon..... 526
Money: What It Is and What It Does, by Frank D. Graham and Charles H. Seaver 52
Natural Law in the Economic World, by William Wilcox Green..... 260
Northern Countries in World Finance.. 528
Outline of Economics, by Richard T. Ely and Ralph H. Hess..... 527
Present Day Banking—1937..... 154
Principles of Money and Baking, by Russell D. Kilborne and George W. Woodworth 527
Profit Engineering, by C. E. Knoppel 53
Profits from the Stock Market, by Orline D. Foster..... 153
Public Relations for Banks, by Ray A. Ilg 529
Purchase of Common Stocks as Trust Investments, by A. Alison Scully.... 49
Real Estate, by William J. Grange.... 529
Report of the Research Committee of the Indiana Bankers' Association.... 155
Seven Kinds of Inflation, by Richard Dana Skinner..... 154
Start Your Own Business, by Harold S. Kahm..... 530
Studies in Federal Taxation, by Randolph E. Paul..... 54
Supervision and Control of Virginia State Banks, by Allan Garfield Gruchy 528
Take Care of Yourself, by Jerome W. Ephraim 261
Theory of Forward Exchange, by Paul Einzig 348
The Way Out, by Sir George Paish... 350
Twilight of American Capitalism, by A. S. J. Baster..... 526
Wealth of the World, The, by Broadus Mitchell 524
We or They: Two Worlds in Conflict, by Hamilton Fish Armstrong..... 52
Where Are We Going? by E. C. Harwood 51
Who Were the Eleven Million? by David Lawrence..... 528
World Finance: 1935-1937, by Paul Einzig 260
Would Christ Wear Khaki? by W. Cloyd Snyder..... 530

Bowie, Robert E. (portrait of)..... 178
Brooks, Eugene S. (railroad organizations under section 77)..... 503
Business Cycle
Banking's worst enemy..... 137
Boston
Progess of Boston banks..... 229
What to see in Boston..... 213
Burt, Clayton R. ("more goods for more people") 481

Page

Canada
Current conditions in Canada.....
.....71, 169, 255, 335, 439, 513
Christmas clubs
Christmas club savings..... 493
Convention dates...80, 173, 267, 352, 449, 533
Correspondent relations
Selecting a correspondent..... 389
Cothran, Walter S. (portrait of)..... 92
Cox, Channing H. (portrait of)..... 270
Cox, Raymond B. (portrait of)..... 272
Crawford, Henry Paine (new banking law of Honduras)..... 281
(the new Industrial Bank of Venezuela) 401
Credit control
Corporate financing and credit regulation) 301
Cunningham, W. V. (winning friends direct by mail)..... 157
Curda, Frank R. (portrait of)..... 86

"David Harum" (a work of fiction declared to be the best book on practical banking).....210, 295, 398
Davis, Malcolm (advertising and public relations).....73, 157, 245, 337, 442, 515
Debt, local
Local debt problems..... 134
Denio, F. Winchester (portrait of)..... 88

Economics
"More goods for more people"..... 481
Some essentials of economis stability.. 40
Editorial comment..1, 93, 185, 277, 369, 461
Everett, George O. (portrait of).....159, 355
Ewen, Gordon (educating the new employe) 497

Federal control of banking
Federal control of economics and banks 205
Federal finance
Balance the budget at any cost..... 35
Federal Reserve
Analyzing Federal Reserve figures.... 375
Keeping posted on credit trends..... 489
Fiction
Miriam's the berries..... 17
Fifield, Stephen H. (portrait of)....247, 356
Flint, W. W. (portrait of)..... 184
Florence, Fred F. (a banker's views on capital and labor)..... 124
Forbes, Allan (portrait of)..... 273

Garcia, F. L. (analyzing Federal Reserve figures) 375
(keeping posted on credt trends)..... 489
(progress of Boston banks)..... 229
Gibson, Harvey D. (portrait of)..... 61
Glendining, Marion (what to see in Boston) 213
Gold
Our gold policy and the commodity price outlook)..... 101
Treasury and the gold problem, the.. 57
Will the United States adopt a gold exclusion policy?..... 9

Page

Golden, Francis Leo (Miriam's the berries) 17

Golden Gate international exposition
Finance at a fair..... 224

Goldsmith, Bertram (callable bonds for income) 431

Goodbar, Joseph E. (forestalling inflation) 37

Hanes, R. M. (portrait of)..... 415

Hill, Clarence (portrait of)..... 83

Holmes, Allen W. (portrait of)..... 89

Honduras
New banking law of Honduras..... 281

Houston, Frank K. (portrait of)..... 87

Ilg, Ray A. (portrait of)..... 262

Inflation
Eliminating bank induced inflation.... 287
Forestalling inflation..... 37

Interest
Savings banks should pay uniform rates 20

International banking
Financial situation abroad.....65, 165, 251, 329, 435, 506
International banking notes.....69, 168, 253, 334, 438, 510

In the month's news 30, 173, 267, 352, 449, 533

Investment and finance 57, 145, 236, 321, 431, 503

Investments
Bank's investments, the..... 473
Bank investment planning..... 58
Bond investments in a changing world 117
Callable bonds for income..... 431
Case for and against "unlisted" trading 236
Railroad reorganizations under section 77 503
Real estate as security..... 145
Should railroad securities be sold?.... 147
Unlisted issues and the Securities Exchange Act..... 321
War and foreign investments..... 299

Johnson, E. L. (portrait of)..... 182

Kiphart, Thomas J. (portrait of)..... 357

Labor
A Banker's views on capital and labor 124
"On the road to chaos"..... 116

Lasdon, Oscar (investments and finance) 57, 145, 236, 321, 431, 503

Letters to the Editor.....56, 501

Loans
Real estate as security..... 145

Lurie, S. B. (should railroad securities be sold?)..... 147

Mann, Charles Harrison (federal control of economics and banks)..... 205

Manuel, Ralph W. (an adventure in small loans) 111
(eliminating bank induced inflation)... 287

Page

Manufacturers Trust Company, New York
A great banking institution explores its family tree..... 61

McDougall, H. Nelson (portrait of)..... 177

McKnight, J. R. (portrait of)..... 85

Monetary management
Monetary management and the problem of price stabilization..... 381
Monetary management, corporate financing and business recovery..... 467

Morse, Gaylord S. (a new proof machine for banks)..... 125

Moyer, T. H. (Is the present rise in bank building costs permanent?)..... 395

National income
Redistributing the national income.... 143

Neal, William H. (portrait of).....75, 354

Netcher, Arthur L. (portrait of)..... 84

Noise, prevention of
Sound common sense..... 23

Ochs, Henry C. (portrait of)..... 520

Oppenheimer, Charles H. (product design and investment)..... 499

Pay-as-you-go checking
A pay-as-you-go check system that pays 393

Personnel
An inexpensive house organ..... 245
Educating the new employe..... 497

Peterson, William (a pay-as-you-go check system that pays)..... 393

Prices
Old gold policy and the commodity price outlook..... 101

Product design
Product design and investment..... 499

Public relations (see advertising)
How not to be a successful bank executive 45
Inexpensive house organ, an..... 245
New book on public relations..... 262

Real estate
Real estate as security..... 145

Reed, Preston E. (portrait of)..... 346

Reinhardt, Justin N. (real estate as security) 145

Roberts, Fred M. (portrait of)..... 175

Robinson, Henry M. (portrait of)..... 539

Ryland, Alexander F. (portrait of)..... 90

Savings banks
Popularizing saving..... 31
Savings banks should pay uniform rates 20

Shapiro, E.
(Christmas club savings)..... 493

Shepard, Warren S. (from loss to profit with small loans)..... 29

Small loans
Adventure in small loans, an..... 111
From loss to profit with small loans 29

Page

Smith, Frank P. (the case for and against "unlisted" trading) 236
(unlisted issues and the Security Exchange Act) 321

Smith, George R. (selecting a correspondent) 389

Smith, Tom K. (portrait of) 414

Steiner, W. H. (Christmas club savings) 493

Stock market
The stock market from the viewpoint of a commercial banker 478
The stock market and prosperity 485

Stockton, Philip (portrait of) 269

Sykes, Conwell S. (portrait of) 180

Torgeson, S. R. (portrait of) 91

Underhill, G. M. (an inexpensive house organ) 245

Unemployment
Key to the unemployment problem 142

Vanderbilt, Frank A. (death of) 139

Venezuela
New Industrial Bank of Venezuela 401

Von Sternberg, Jule Robert (sound common sense) 23

Page

Williamson, Clyde E. (portrait of) 176

Williams, P. R. (popularizing saving) ... 31

Woolfson, A. Philip
(corporate financing and credit regulation) 301
(monetary management, corporate financing and business recovery) 467
(monetary management and the problem of price stabilization) 381
(our gold policy and the commodity price outlook) 101
(profitless prosperity for commercial banks) 191
(will the United States adopt a gold exclusion policy?) 9

Woosley, Elbert S. (profitable bank management policies) 127

Youngman, Elmer H. (war and foreign investments) 299

THE PAGE NUMBERS IN THIS VOLUME ARE AS FOLLOWS

1-92 ..... July
93-184 ..... August
185-276 ..... September
277-368 ..... October
369-460 ..... November
461-552 ..... December